

5 CLAIMS

What is claimed is:

1. A digital presentation system comprising:
- 10 a. a Scheduling Server itself comprising of:
- i. computer processor means for processing data,
 - ii. storage means for storing data on a storage medium,
 - iii. data transceiver means;
- 15 b. a Transmission Control System itself comprising of:
- i. computer processor means for processing data,
 - ii. storage means for storing data on a storage medium,
 - iii. data transceiver means;
- 20 c. at least one individual workstation itself comprising of:
- i. computer processor means for processing data,
 - ii. graphical interface for campaign planning, execution and follow-up,
 - iii. storage means for storing data on a storage medium,
 - iv. media encoding/transcoding means,
 - v. transceiver means;
- 25 d. at least one visual display sub-system comprising of:
- i. at least one visual display screen,
 - ii. a display controller connected to said visual display screen comprising:
 - (1) computer processor means for processing data,
 - (2) storage means for storing data on a storage medium,
 - (3) means for decoding and presenting multimedia content on one or more of said display screens,
 - iii. data transceiver means;
- 30 e. a first data communication network connecting said Scheduling Server

5 said Transmission Control System and said individual workstation(s)
through their respective transceiver means;

f. a second data communication network connecting said Transmission
Control System and said visual display sub-system(s) through their
respective transceiver means;

10 g. first means for processing data to determine the availability of air time
periods on each said visual display sub-system;

h. second means for processing data to select and reserve available air time
period on each said visual display sub-system;

15 i. third means for processing data to associate one or more multimedia
content to be displayed to each said reserved air time period;

j. first means for transmitting said multimedia content to the corresponding
visual display sub-system;

20 k. second means displaying said multimedia content on the corresponding
display screen during the corresponding time period.

2. A visual presentation system as claimed in claim 1, further comprising first means
for inputting and storing demographic data in relation to the geographic location
of each visual display sub-system.

25 3. A digital presentation system as claimed in claim 1 further comprising:
a. second means for inputting and storing data related to the multimedia
content preferences of each user of the digital presentation system;
b. third means for inputting data related to the air time period preferences of
each user of the digital presentation system;
30 c. fourth means for processing data to determine for each visual display sub-
system, the actual play list by optimally correlating said available air time
periods, said air time period preferences, and said multimedia content
preferences.

- 5 4. A digital presentation system as claimed in claim 3 wherein said fourth means for processing data comprises:
- 10 a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
- b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
- 15 5. A digital presentation system as claimed in claim 2 further comprising:
- a. second means for inputting and storing data related to the multimedia content preferences of each user of the digital presentation system;
- 20 b. third means for inputting data related to the air time period preferences of each user of the digital presentation system;
- c. fourth means for processing data to determine for each visual display subsystem, the actual play list by optimally correlating said available air time periods, said air time period preferences, and said multimedia content preferences.
- 25 6. A digital presentation system as claimed in claim 5 wherein said fourth means for processing data comprises:
- a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
- b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
- 30 7. A digital presentation system as claimed in claim 2 further comprising:
- a. second means for inputting and storing data related to the multimedia content preferences of each user of the digital presentation system;
- b. third means for inputting data related to the air time period preferences of

- 5 each user of the digital presentation system;
- c. fourth means for inputting and storing data related to the demographic preferences of each user of the digital presentation system;
- d. fourth means for processing data to determine for each visual display sub-system, the actual play list by optimally correlating said available air time
- 10 periods, said air time period preferences, said multimedia content preferences, said demographic data and said demographic preferences.
8. A digital presentation system as claimed in claim 7 wherein said fourth means for processing data comprises:
- 15 a. means to determine, for each said visual display and for a predetermined air time period, the duration of any unreserved air time period,
- b. means to fill each said unreserved air time period with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.
- 20 9. A digital presentation system as claimed in claim 1 wherein said first data transmission network is a high bandwidth network.
10. A digital presentation system as claimed in claim 2 wherein said first data
- 25 transmission network is a high bandwidth network.
11. A digital presentation system as claimed in claim 3 wherein said first data transmission network is a high bandwidth network.
- 30 12. A digital presentation system as claimed in claim 4 wherein said first data transmission network is a high bandwidth network.
13. A digital presentation system as claimed in claim 5 wherein said first data transmission network is a high bandwidth network.

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14. A digital presentation system as claimed in claim 6 wherein said first data transmission network is a high bandwidth network.

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15. A digital presentation system as claimed in claim 7 wherein said first data transmission network is a high bandwidth network.

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16. A digital presentation system as claimed in claim 8 wherein said first data transmission network is a high bandwidth network.

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17. A digital presentation system as claimed in claim 16 wherein said second data transmission network is a satellite network.

18. A digital presentation system as claimed in claim 16 wherein said first data transmission network is a television network.

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19. A digital presentation system as claimed in claim 18 wherein said display screens are television sets.

20. A digital presentation system as claimed in claim 19 wherein said display controller is a television station.

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21. A digital presentation system as claimed in claim 2 wherein said Scheduling Server storage means includes a database containing data records relating to each said display screen, including data relating to:

- a. its geographical location,
- b. available air time periods,
- c. demographic data,
- d. traffic patterns.

- 5 22. A digital presentation system as claimed in claim 21 further including data relating to budgetary restrictions.
23. A digital presentation system as claimed in claim 21 further including data relating to air time restrictions.
- 10 24. A digital presentation system as claimed in claim 21 further including data relating to target audience size.
25. A digital presentation system as claimed in claim 21 further including data relating to industry restrictions.
- 15 26. A digital presentation system as claimed in claim 21 further including data relating to market penetration.
- 20 27. A digital presentation system as claimed in claim 21 further including data relating to:
- a. budgetary restrictions,
- b. air time restrictions,
- 25 c. target audience size,
- d. industry restrictions,
- e. market penetration.
28. A method for the display of multimedia content on one or more display screens which are themselves connected to one or more display controllers to a scheduling server and a transmission control system via a data communication network comprising the following steps:
- 30 a. selecting the multimedia content to be displayed;
- b. storing said content on the scheduling server;

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- c. selecting one of said display screens on which the content is to be displayed;
 - d. storing such display screen selection on said scheduling server;
 - e. selecting a time interval during which said content is to be displayed on said display screen;
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- f. storing said time interval selection on said scheduling server;
 - g. transmitting said stored content and said stored time interval selection to the display controller connected to said selected display screen;
 - h. displaying the selected content on the selected display screen during the selected time interval.
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